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A region to discover

Spotlight on Francophone West Africa

Francophone West Africa is a market of 70 million inhabitants. With our shared use of the French language and the competitive advantage that this brings over most international players, it is no surprise that Canadian companies have had great success in the region.

With regional integration initiatives like the common market and currency of the West African Economic and Monetary Union—guaranteed by the French government, effectively making it a "hard currency"—as well as a unified business law across many of these Francophone countries, Canadian companies have found it relatively easy to enter these markets and then expand elsewhere within West Africa.

Funding sourced from international financial institutions, such as the World Bank and the African Development Bank (ADB), has allowed Canadian

continued on page 6 — **West Africa**

Photo: CIDA/ACDI: Pierre St-Jacques

A woman, child in tow, working at her produce stand in Mali—a country known for its people's entrepreneurial spirit.

Canadian, U.S. aerospace industries connect in Seattle

Amid increased demand for networking opportunities with U.S. commercial and military aerospace manufacturers, representatives from aerospace companies across Canada convened in the Emerald City for a partnering mission. Organized by the Canadian Consulate General in Seattle in February 2004, the mission focussed on facilitating contacts between Canadian and local aerospace companies.

The objectives of this mission were to provide the delegation with insight into the Pacific Northwest aerospace industry, and allow participants to explore areas of collaborative work with local companies. Such partnerships are becoming a preferred way of providing goods and services while meeting the changing supply-chain requirements of prime manufacturers, such as Boeing.

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CCC's Prime Contractor Service

Sharing knowledge and building expertise

Canadian Commercial Corporation (CCC) opens markets for Canadian exports and provides exporters with specialized contracting services to help them win sales. Through its government-to-government contracting role, CCC helps Canadian exporters sell into public sector markets in an average of 30 countries each year.

CCC's International Prime Contractor Service provides project promotion, contract advisory and management services to exporters, and a government-backed guarantee of contract performance for the buyer. The opportunities CCC pursues as a prime contractor promote Canadian capabilities and innovation in many areas, including high technology and environmental sectors, transportation and consumer goods. Canadian expertise and products also contribute to improvements in education around the world.

In Venezuela, a $37 million contract facilitated through CCC is providing a training solution to the Instituto Nacional de Cooperacion Educativa (INCE), the country's largest technician training organization. INCE has an extensive network of training centres and mobile laboratories throughout the country and an enrolment of more than 530,000 people. For the next three years, **Lab-Volt (Quebec) Ltd.** will deliver state-of-the-art training programs and laboratory equipment to Venezuela, addressing the fields of information technology, electronics, electric power technology, telecommunications, industrial controls, automation, fluid power, instrumentation and process control. Intensive training will be provided to more than 500 instructors, supported by several Lab-Volt product specialists in Canada and Venezuela. The curriculum and support materials will all be provided in Spanish.

The contract between INCE and CCC for the supply of Lab-Volt's equipment and training was awarded last year following a three-year competition that included suppliers from several countries. The Lab-Volt equipment will be used to showcase state-of-the-art Canadian equipment throughout the whole country to train hundreds of thousands of Venezuelans each year.

When CCC is prime contractor, it conducts its own due diligence to determine an exporter's technical, financial and managerial capabilities to deliver on the project's requirements. CCC stands behind the contracts it signs with a government-backed guarantee that its terms and conditions will be met. This guarantee contributes to Canadian companies' credibility in the eyes of a foreign buyer and usually waives any other guarantees that may otherwise be required by the foreign buyer.

To put the power of Canada behind your export sales, contact CCC today. As Canada's exporting contracting agency, CCC can wrap the Canadian flag around your proposal, provide a platform for government-to-government arrangements, and offer a range of pre-contract services to help exporters make the sale. **For more information**, go to www.ccc.ca, or call 1 800 748-8191.

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- Assistance in contract structuring and negotiation
- Contract monitoring and administration
- Access to competitive rates on foreign exchange

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Editor: **Michael Mancini**

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Telephone: **(613) 992-7114**
Fax: **(613) 992-5791**
E-mail: **canad.export@dfait-maeci.gc.ca**
Web site:
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DFAIT
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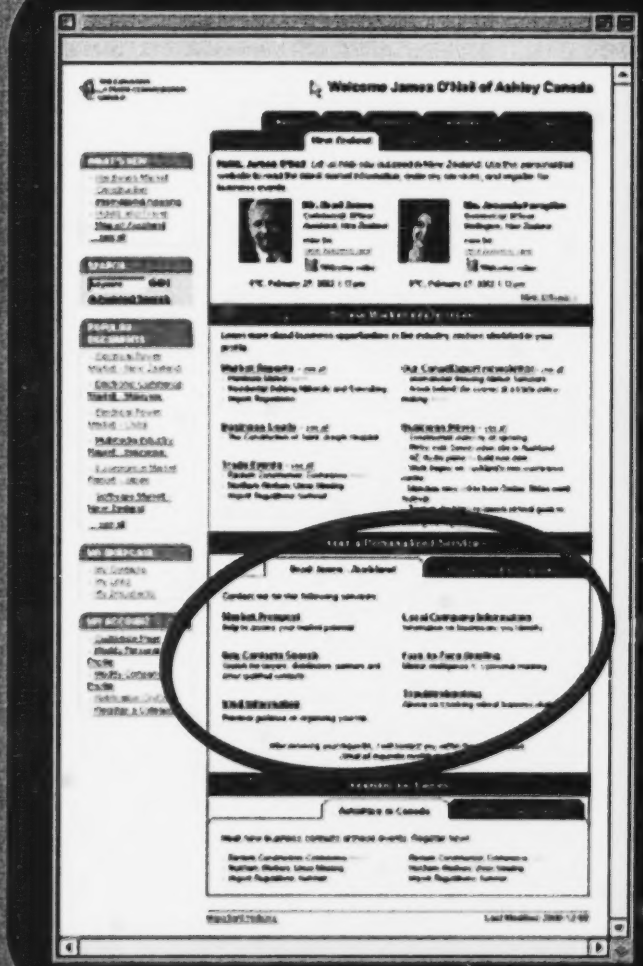

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THE CANADIAN TRADE COMMISSIONER SERVICE

Aerospace industries

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A delegation of 18 Canadian companies engaged in a series of pre-arranged one-on-one meetings with U.S. aerospace executives and buyers in the Puget Sound region. The delegates also networked at the Pacific Northwest Aerospace Association Conference.

The Consulate General organized market briefings and site visits to local aerospace manufacturers, including a tour and briefing from senior management of Boeing's 7E7 program at the Everett, Washington facility.

Home to Boeing's manufacturing nexus for commercial aircraft, military projects and space initiatives, plus a host of allied suppliers, producers and manufacturers, the Puget Sound region employs nearly 60,000 aerospace workers. The delegation also met senior management and toured the facilities of aerospace giants such as Honeywell, Crane Aerospace, Northwest Composites and Contour Aerospace.

Positive results

Results from the trade mission were immediate and positive. Toronto-based **Interfast Inc.**, for example, reported that the timing of its visit was good because of the development of the Boeing 7E7 "Dreamliner" aircraft. As a result of a connection made during the mission, the company will be submitting a proposal for an inventory management program.

The National Research Council of Canada's Institute for Aerospace Research connected with several organizations, including the Federal Aviation Administration, which it believes will likely result in two initial research and development projects.

Toronto's **Thermodyne Engineering** indicated that the mission was a good introduction to major local aerospace players. And Boisbriand, Quebec-based **DCM Aeronautique** is now in the process of becoming a Boeing-certified supplier and has promising leads with an additional firm.

A participant with Toronto-based **TFI Aerospace Corporation** summed up the mission by commenting, "It was money well spent. As a result of this mission, we have already had representatives of a major original equipment manufacturer visit our facilities and they are now in the process of approving our company as a qualified supplier."

For more information on the aerospace industry in the Pacific Northwest, contact Martine Moreau, Trade Commissioner, Canadian Consulate General in Seattle, tel.: (206) 770-4078, e-mail: martine.moreau@dfait-maeci.gc.ca, Web site: www.seattle.gc.ca.

Kuwait — Twenty Canadian companies, mostly small and medium-sized businesses, participated in the **Rebuild Iraq** exhibition which took place in January 2004. The event drew some 1,450 exhibitors from 47 countries. Held concurrently with the show was a two-day symposium that included discussions on Iraq's economic future, key infrastructure needs, security, contracting opportunities and the new business environment.

For more information on commercial opportunities in Iraq, go to www.dfait-maeci.gc.ca/middle_east/iraq-en.asp, or contact Albert Galpin, Middle East and North Africa Bureau, Department of Foreign Affairs and International Trade, e-mail: albert.galpin@dfait-maeci.gc.ca.

Serving it up at Summer Fancy Food Show

New York — June 27-29, 2004 — Canadian firms looking to explore opportunities in the agri-food sector should consider participating in the Canadian pavilion at the **2004 Summer International Fancy Food and Confection Show**.

This event attracts 25,000 trade-only visitors, and 87% of attendees either authorize or recommend purchasing decisions.

Agriculture and Agri-Food Canada (AAFC) will organize and manage the Canadian presence. Exhibitors will benefit from a package of high-quality services featuring telecommunications facilities, meeting rooms, market information and intelligence and on-site trade promotion support.

AAFC has reserved space in a prime location ideally situated in the International Pavilion. Space is limited, so register today.

For more information, and to join the Canadian pavilion, contact Brian Bonner, International Affairs Officer, AAFC, tel.: (613) 759-7642, fax: (613) 759-7506, e-mail: bonnerb@agr.gc.ca, Web site: http://atn-riae.agr.ca/sffs.

Natural fibre mission goes to Germany

Rural diversification is one of the main components of Canada's Innovation Agenda, and the search for new crops and value-added processes is a part of the effort to stabilize farm incomes and revitalize rural economies. In addition, the use of renewable resources in traditional manufacturing practices will help Canada to meet its Kyoto goals.

Holding processed hemp during the natural fibres mission were, from left: Steffen Preusser, Canadian Embassy in Berlin; Michael Karus, Nova Institute; and Reg Kontz, Government of Alberta Office in Munich.

As part of this strategy, Agriculture and Agri-Food Canada, together with the Science and Technology section at the Canadian Embassy in Berlin, organized an "ag-fibre" mission to examine European technologies currently used in the processing of natural fibres into various commercial products. These fibres are obtained from plant sources such as flax (oil seed and fibre varieties), hemp, kenaf, jute and sisal.

The mission started in Bonn with a two-day workshop showcasing European know-how on fibre separation, quality control, fibre logistics and applications that included the pulp and paper industry, construction materials and polymer composites. A number of automotive parts manufacturers used the workshop to present their applications of natural fibres. Workshop speakers came from the United Kingdom, Austria, France, the Netherlands and Germany.

(Photo: Hemcore Limited, U.K.)

Car parts made from natural fibres

The next three-day tour started in northern Germany (Bremen) and finished in southern Germany. The program included visits to fibre separation companies, a quality control lab, an insulation manufacturing plant and finished with a visit to the DaimlerChrysler luxury vehicle assembly plant in Sindelfingen.

Some 25 Canadian participants represented private industry, the research and development community and government. Industries ranged from consumer goods to automobile industry fibre processors. Participants came from across Canada, with the majority from Alberta, Saskatchewan and Manitoba.

Other foreign embassies in Europe were also invited to learn about natural fibre activities in Canada, European advancements in this field and to meet Canadian participants.

Next steps

The Canadian contingent held a wrap-up session to plan a strategy to move the industry forward. The goal was to further identify industrial partners and the next steps to advance the ag-fibre initiative. This would include defining standards, choosing partners both in Canada and abroad and selecting suitable markets. Additionally, an Internet platform will be created to facilitate communication between members.

For more information, contact Ted Pidgeon, Agriculture and Agri-Food Canada, tel.: (613) 759-7549, e-mail: pidgeont@em.agr.ca, or Steffen Preusser, Canadian Embassy in Berlin, tel.: (011-49-30) 203-12-365, e-mail: steffen.preusser@dfait-maeci.gc.ca.

West Africa

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companies to demonstrate the quality of their goods and services. As a result, Canada is gaining a very positive reputation throughout West Africa.

Infoserv, a Laval-based information technology firm, has had its share of success in this market. "For those of us working in the information technology field, our Canadian identity is a major asset," says Jean-Pierre Lemire, President of Infoserv. "Canadian know-how and pragmatism in this area are recognized and appreciated, and sharing French as a means of communication is also an advantage."

An example of West Africa's vitality can be found in the infrastructure sector, where national and regional initiatives are underway to rehabilitate some of the failing infrastructure.

Energy

Burkina Faso is a land-locked country that relies heavily on its neighbours for its goods and energy needs. Its government has initiated an extensive rural electrification program—funded by the ADB—by commissioning power plants and creating a national grid connected internationally to Ghana and its other neighbours. Consulting opportunities also exist in the privatization of its national oil and electricity companies, as well as in the creation of a regulatory body to oversee the energy industry.

Canadian expertise is being solicited in Senegal and in Cote d'Ivoire to help those countries with the liberalization of their downstream energy sectors. Senegal's national electricity company, SENELEC, is to be privatized by December 2004. Both countries have engaged in rural electrification projects, resulting in large purchases of electrical equipment, and both have embarked on extensive programs to rehabilitate their infrastructure. Also, the successful privatization of Mali's energy sector has meant an increase in demand for metering instruments and other equipment to replace older infrastructure.

Photo: CIDA/ACDI: Pierre St-Jacques

The Dakar-Bamako railway renewal: Canadian companies are helping Mali and Senegal reshape their national railways into commercially viable transnational entreprises.

To read more about Canada and Africa, see Issue 21 of **Canada World View**, the Department of Foreign Affairs and International Trade's quarterly foreign policy magazine, on-line at www.dfait-maeci.gc.ca/canada-magazine.

Transportation

Anyone who has been to Africa knows that its transportation infrastructure is inadequate. The World Bank has lent $1.6 billion to sub-Saharan African countries in the last three years for transportation projects, and much of this has gone to West Africa. And Canadian companies have been involved in these initiatives: Ottawa-based **CPCS Transcom** was hired to privatize the 1,200-kilometre Dakar-Bamako railway, and Montreal-based **CANAC** won a 25-year concession to manage and operate it.

In Cote d'Ivoire, a number of Canadian firms have tendered or expressed interest in various highway programs, including the extension of the northern highway and rehabilitation of three national highways—contracts worth $137 million.

For transportation projects, Burkina Faso has an envelope of $1.1 billion, of which $185 million comes from the World Bank. Opportunities there are expected in the areas of professional expertise, periodic and routine maintenance, road rehabilitation, management capacity building, road safety and the privatization of the Ouagadougou and Bobo airports' management.

For more information, go to the Department of Foreign Affairs and International Trade's (DFAIT) West Africa Web sites: www.infoexport.gc.ca/bf (Burkina Faso), www.dfait-maeci.gc.ca/abidjan (Cote d'Ivoire), www.infoexport.gc.ca/ml (Mali), and www.infoexport.gc.ca/sn (Senegal), or contact DFAIT's Sub-Saharan Africa Trade Division, e-mail: ggtt@dfait-maeci.gc.ca.

Southern Africa teeming with opportunity

While South Africa is a familiar market for Canadian businesses, its neighbours like Zambia, Mozambique and Botswana are less so. However, the entire southern African region presents real opportunities for Canadian companies willing to move into these new and developing markets. Heavily dependant on imports, the region represents untapped markets for Canadian products and services in a variety of sectors.

Photo: CIDA/ACDI: David Trattles

Knowledge through technology: a doctor in Lusaka, Zambia, teaches children about HIV and AIDS.

Consultancy services, mining and energy, transportation, and information and communication technologies (ICT) are but four sectors that illustrate what southern Africa has to offer to Canadian exporters.

Consultancy services

Mozambique and Botswana represent growing markets for consultancy services. In Mozambique, the focus is on the mining and mineral resources sector, water and sanitation, and infrastructure development. Largely funded by international financial institutions (IFIs), these sectors represent excellent opportunities for Canadian companies.

In Botswana, the country's technological infrastructure, ICT, the privatization of government institutions, and the modernization of the air transport sector are key areas for growth. Similarly, Malawi's economic reforms, which have received $120 million to-date in support from the African Development Bank and the World Bank, are focussed on the restructuring and privatization of state-owned companies. There are also opportunities in that country's water and sanitation infrastructure.

Mining and energy

Throughout southern Africa, but particularly in resource-rich countries like Mozambique and Angola, governments have made mining and energy top priorities for national development and economic expansion.

With a combined investment exceeding $10.5 billion, Angola's state oil company, Sonangol, and its international oil partners are significant potential consumers of Canadian products and oil expertise.

The upward trend in the price of copper, on which Zambia's economy depends, is expected to trigger purchases of equipment and services by local mining houses to increase production levels. Zambia's Copperbelt Environmental Project, and World Bank-financed Mineral Resources Management Capacity Building Project in Mozambique, will increase demand for the supply of equipment and mining services.

Transportation

The transport sectors in Angola and Mozambique are underdeveloped and infrastructure requires rehabilitation. Mozambique has IFI-funded opportunities for the rehabilitation and construction of transport infrastructure, and there are also potential opportunities for the supply of locomotives and related parts to the railway companies of these two countries.

Botswana is currently upgrading its airports, and Angola plans to build a new international airport in its capital, Luanda.

ICT

Like in many African countries, ICT is a growing sector. The governments of Botswana and Mozambique have demonstrated their commitment to expand this industry through the development of national ICT strategies. Botswana's government is currently soliciting tenders for the provision of software, hardware and networking services. For more information, go to www.gov.bw/business/tenders.html.

In Angola, Malawi and Mozambique, the ICT sector is still in its infancy. Canadian companies can gain a foothold—and the resulting downstream comparative advantage—by introducing their products to those markets now.

Advice

When doing business in southern Africa, be proactive. Make contacts with decision makers and send them information on your products and services. Also, find a local partner or agent who knows the language and business culture of the markets you wish to explore.

For more information, go to DFAIT's Mozambique, Zambia and Zimbabwe Web sites: www.infoexport.gc.ca/mz, www.infoexport.gc.ca/zm, and www.infoexport.gc.ca/zw.

AGRICULTURE & AGRI-FOOD

Beijing, China — August 25-28, 2004 — **International Meat Industry 2004** is a meat slaughtering, processing, testing, packing, additives and ingredients trade fair. **For more information**, contact Xu Yao, Canadian Embassy in Beijing, tel.: (011-86-10) 6532-3536, ext. 3363, e-mail: yao.xu@dfait-maeci.gc.ca.

Tokyo, Japan — September 21-23, 2004 — **BioFach Japan Organic Expo** is an international organic trade fair. Last year, 125 companies including 52 overseas exhibitors from 16 countries exhibited. **For more information**, contact the Canadian Embassy in Tokyo, tel.: (011-81-3) 5412-6200, fax: (011-81-3) 5412-6327, e-mail: tokyo-td@dfait-maeci.gc.ca, Web site: www.infoexport.gc.ca/jp, or the BioFach Japan Secretariat, tel.: (011-81-3) 5404-7351, fax: (011-81-3) 5404-7352, e-mail: heinz@inter.net, Web site: www.biofach-japan.com.

Tokyo, Japan — October 5-7, 2004 — **Health Ingredients Japan 2004** is that country's biggest health ingredient and service conference and trade fair. Last year, 438 exhibitors from 23 countries participated. **For more information**, contact the Canadian Embassy in Tokyo, tel.: (011-81-3) 5412-6200, fax: (011-81-3) 5412-6327, e-mail: tokyo-td@dfait-maeci.gc.ca, Web site: www.infoexport.gc.ca/jp, or fair organizer CMP Japan Co. Ltd., tel.: (011-81-3) 5296-1020, fax: (011-81-3) 5296-1018, e-mail: info@cmpjapan.com, Web site: www.hijapan.info/en/index.html.

Paris, France — October 17-21, 2004 — Join the Canadian pavilion at **SIAL Paris 2004**, the world's largest food industry event. **For more information**, contact Denise Gravel, International Affairs Officer, Agriculture and Agri-Food Canada, tel.: (613) 759-7746, e-mail: graveld@agr.gc.ca, Web site: http://ats-sea.agr.gc.ca/sial.

BUILDING PRODUCTS

Dubai, U.A.E. — September 22-26, 2004 — The **14th Middle East International Furniture, Interior & Retail Design Exhibition** is the largest event of its kind in the Middle East and Asia, and the Canadian Consulate in Dubai will host a national pavilion for the fifth consecutive year. **For more information**, contact Sanam Shahani, Commercial Officer, Canadian Consulate in Dubai, e-mail: sanam.shahani@dfait-maeci.gc.ca, Web site: www.dmgdubai.com.

ELECTRIC POWER EQUIPMENT & SERVICES

Ho Chi Minh City, Vietnam — October 27-29, 2004 — **Vietnam Electricity Expo 2004**. **For more information**, contact the Canadian Consulate General in Ho Chi Minh City, tel.: (011-84-8) 824-5025, fax: (011-84-8) 829-4528, e-mail: hochi-td@dfait-maeci.gc.ca, Web site: www.infoexport.gc.ca/vn, Web site: www.cpexhibition.com/electric.

ICT

Chicago, Illinois — June 20-24, 2004 — Join the Canadian trade mission to **Supercomm 2004**, one of the largest ICT events in the world. **For more information**, contact Mauricio Ospina, e-mail: mauricio.ospina@oei.gov.on.ca, tel.: (416) 325-6151, fax: (416) 325-6509, Web site: www.supercomm2003.com.

Sao Paulo, Brazil — August 17-20, 2004 — **COMDEX Sucesu-SP Brasil 2004** is an international computing and telecommunications congress and exhibition. **For more information**, contact William Jackson, Senior Business Development Officer, Canadian Consulate General in Sao Paulo, tel.: (011-55-11) 5509-4321, fax: (011-55-11) 5509-4317, e-mail: infocentre.brazil@dfait-maeci.gc.ca, Web site: www.comdex.com.br/site/pagina.php?id=1.

Dubai, U.A.E. — September 7-10, 2004 — **Motexha 2004** is the leading fashion and textiles trade event in the Middle East. **For more information**, contact Venky Rao, tel.: (905) 896-7815, e-mail: iir@rogers.com, Web site: www.motexhaonline.com.

Milan, Italy — September 14-19, 2004 — **BIAS** is an international automation, instrumentation, microelectronics and ICT conference and exhibition. **For more information**, contact fair organizer BIAS Group Srl (Milan), tel.: (011-39-02) 66-07-011, fax: (011-39-02) 660-70-146/161, e-mail: bias.group@bias-net.com, Web site: www.bias-net.com.

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